

## Message Text

UNCLASSIFIED

PAGE 01 ANKARA 04356 090822Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----000566 100645Z /11

R 090800Z JUN 78  
FM AMEMBASSY ANKARA  
TO SECSTATE WASHDC 2251  
USDOC WASHDC  
INFO AMCONSUL ISTANBUL

UNCLAS ANKARA 4356

E.O. 11652: NA  
TAGS: BEXP, TU  
SUBJ: FY 1980 PROMOTION EVENTS SCHEDULE

REF: (A) STATE 139080, (B) 77 STATE 192305, (C) ANKARA 6448

1. WHILE WE SEE NO SPECIAL PROBLEMS WITH PROMOTION  
EVENTS SCHEDULE FOR TURKEY PROPOSED REF A WE HAVE THE  
FOLLOWING OBSERVATIONS TO MAKE.

2. IN GENERAL WE RECOMMEND USDOC MAKE CLEAR TO  
PARTICIPANTS IN THESE EVENTS THAT, BECAUSE OF TURKEY'S  
PAYMENTS PROBLEMS (WHICH ARE LIKELY TO PERSIST AT LEAST  
UNTIL FY 1980), LIKELIHOOD OF DIRECT SALES IS NOT GOOD.  
PARTICIPANTS SHOULD RATHER APPROACH THESE EVENTS FROM  
POINT OF VIEW OF MARKET TESTING AND FAMILIARIZATION  
AS WELL AS OF ESTABLISHING CONTACTS FOR FUTURE EXPLOITATION.

3. USDOC SHOULD ALSO NOTE, WITH REGARD TO MACHINE TOOL  
AND METAL WORKING EQUIPMENT GROUP TRAVEL IN OCTOBER  
1979, THAT FOOD PROCESSING AND PACKAGING EQUIPMENT  
TRADE MISSION IS TENTATIVELY SCHEDULED FOR IMMEDIATELY  
PRECEDING MONTH (REFS B AND C). WE ASSUME MACHINE  
TOOLS EVENT IS LESS THAN FULL SCALE MISSION AND  
THEREFORE BELIEVE WE COULD HANDLE TWO EVENTS IN SUCH  
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A SHORT TIME PERIOD. HOWEVER, WOULD APPRECIATE USDOC  
SCHEDULING THESE EVENTS AS FAR APART AS POSSIBLE TO  
GIVE US ADEQUATE WORKING TIME.

4. WE SEE NO PROBLEMS WITH COMMUNICATIONS EQUIPMENT  
SEMINAR/MISSION IN APRIL 1980. IN FACT WE ARE PLEASED  
WITH SEMINAR/MISSION FORMAT, ON BASIS OF OUR RECENT

EXPERIENCE WITH SIMILAR COMPUTER SYSTEMS EVENT, AND  
BELIEVE COMMUNICATION EQUIPMENT THEME PARTICULARLY  
APPROPRIATE TO SUCH A FORMAT IN TURKEY.

5. AMCONGEN ISTANBUL CONCURS.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
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**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** 78 STATE 139080, 77 STATE 192305, 78 ANKARA 6448  
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**Review Markings:**  
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